WALL PAPER SUGGESTIONS

THE C. C. ALER WALL PAPER CO.

COLUMBUS • • CINCINNATI

SEASON 1912

TO THE TRADE

In presenting to you our "Wall Paper Suggestions" for the Year 1912

¶ We have endeavored to furnish you with such ideas as are strictly in keeping with the times, being both practical and simple in construction.

¶ This we feel we have accomplished, as each treatment of a pattern here shown was designed by us and hung by us. So you can with perfect assurance not only use our ideas as to make of combination, but you can also use our color suggestions as each combination was made up in perfect color harmony.

¶ Our "Special Books" include papers that we are confident will appeal to your customers in color, design and price.

¶ They represent the most desirable patterns from the foremost factories of the world.

¶ Use Aler Wall Papers, hang them according to Aler's Wall Paper Suggestions,—

"Then you will have satisfied customers"

THE C. C. ALER WALL PAPER CO.

COLUMBUS CINCINNATI

OHIO

TDCAT 1912
PAPV02B340

Our
Columbus, Ohio
Home

A
modern
Wall Paper
Jobbing
Plant
in every
respect

Upwards of
75,000 square feet
floor space

PLATE 1

4 Band Binder
184100

Decoration and
Ornament
185100

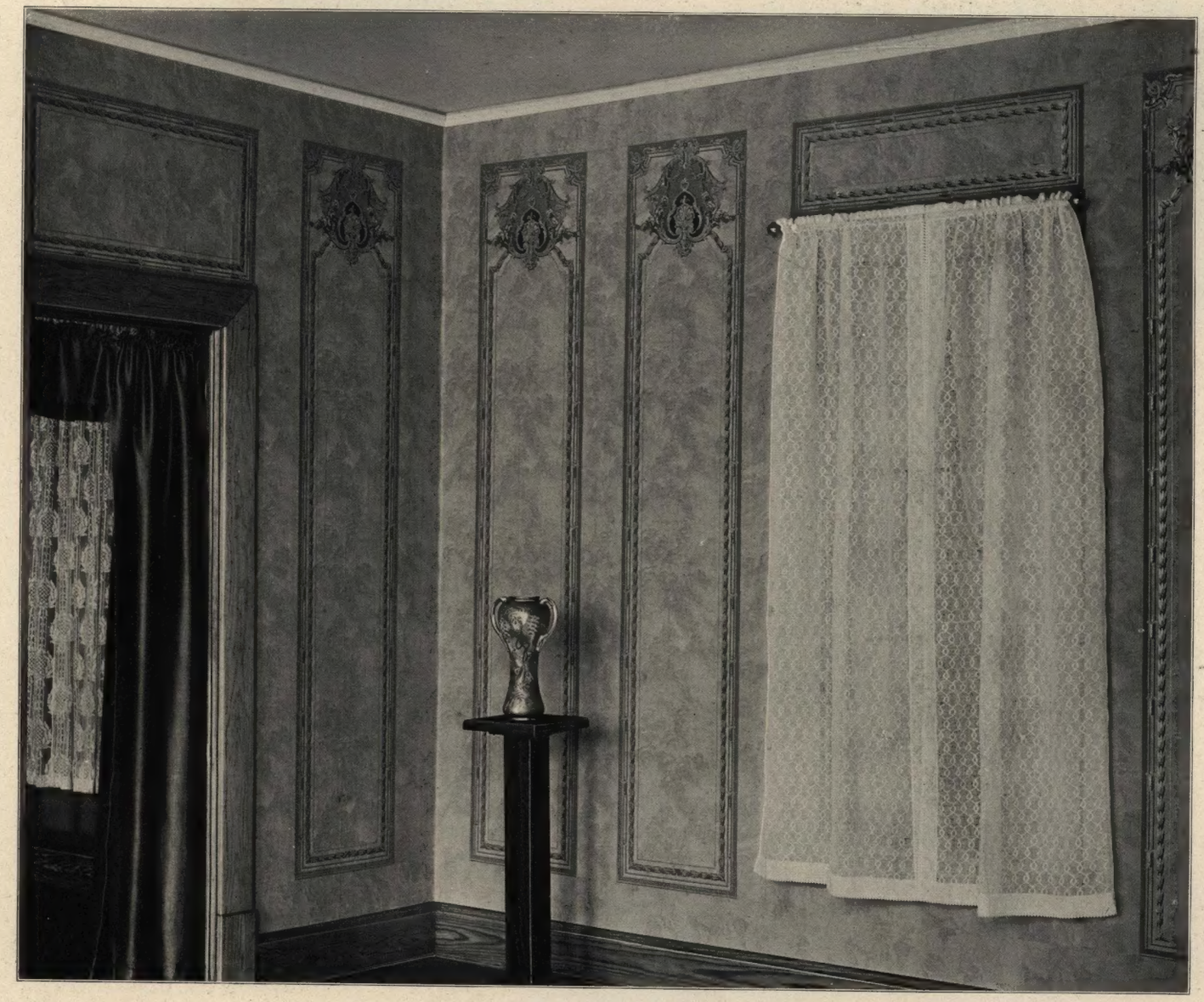
Hanging
Plain Holzmehl
or
Tiffany Effect

"THE DALRYMPLE"

One of the modern decorative schemes particularly adapted for the Library, Living Room, Dining Room or Hall.

THE C. C. ALER WALL PAPER CO., COLUMBUS, OHIO

PLATE 2



Moulding
3665

Crown and Base
292100

Crown Hanging
29140

Filler 29034

"THE PARISIAN"

A suggestion for Parlor, a design of excellance shown in a rich golden brown Tiffany effect and a gray grass cloth.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 3

Border and
Binder 35660

Filler 55112

Hanging 35523

"THE FAYETTE"

One of the most popular Bed Room treatments—also shown in Special Books under Number 35720 in color suitable for Parlor or Bed Room.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 4

Beam Ceiling
599120

Cove Moulding
39012

Pressed Crown
Border 10227
Each

Upper Wall
10140

Dado

Lincrusta
Relief

"THE CHARLESTON"

A suggestion for Dining Room, see 11236 and 11327 for other color of upper wall and pressed crown border.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 5

Hanging
22270

Wood Panel
or
Lincrusta Base

"THE SHERBORNE"

This style of decoration is quite popular and is used mostly in the treatment of Halls and Living Rooms.

THE C. C. ALER WALL PAPER CO., COLUMBUS, OHIO

PLATE 6

Moulding 3673½

Border
25576 or 25776

Hanging
Permanent Oatmeal
25444 or 25640

"THE HAVILAND"
A suggestion for Parlor or Living Room.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 7

Ceiling 51320

Crown 16070

Hanging 15930

5 Band Binder
15875

Dado

Tiffany Hanging
15734

"THE VIRGINIA"

A striking Dining Room treatment, correct in design and shown in colors in vogue at this time.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 8

Imported Border
and Binder 35390

Hanging 35223

"THE BRYDON"

A Bed Room treatment, simple in construction and one deserving your careful consideration.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 9

Moulding 3653

Crown and Base 31360

Hanging 31228

Dado Rail 3516

Imported Leather 116150

"THE PRINCE GEORGE"

Suggestion for Hall, Library, Dining Room or Living Room, Other colors shown in Special Books are Numbers 31428 and 31640.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 10

Small Figure
or
Plain
Ceiling

Hangings
23230
23930
24233
24330

"THE COLONIAL"

The scarcity of Parlor papers in recent years has been acknowledged by all. In this pattern, in its different colors, the most exacting customer should be easily suited.

THE C. C. ALER WALL PAPER CO., COLUMBUS, OHIO

Moulding 3553

Combination
60522 and 61422

"THE BELFAST"

A practical treatment of a running crown border; the effect is pleasing and easily accomplished.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 12

Border and
Binder 253105

Hanging
Plain Imported
Holzmehl
25230

"THE FAVORITE"

For the Parlor or Living Room we know of no better suggestion than the one made here.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 13

Beam Ceiling
599120

Border
108100

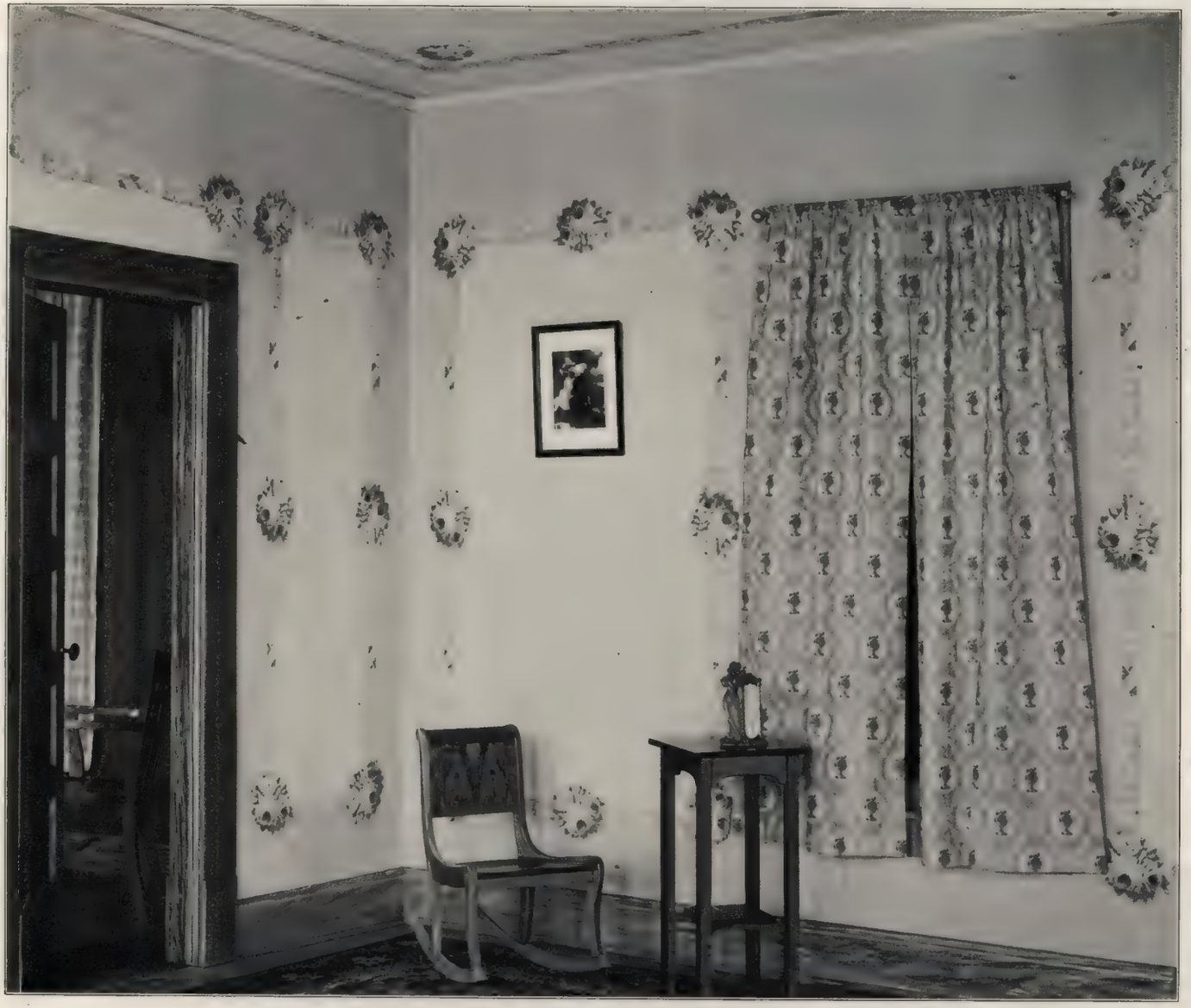
Dado
Imported
Holzmehl
10744

"THE ALMONT"

A desirable treatment for Hall, Library, Dining Room or Living Room. Band above and one run down from border are printed with border; other color in Special Book is Hanging 18730.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 14



Decoration
38470

Filler 38326

Chambray
Wall 39919

"THE PRINCESS"

The panel treatment for Bed Room as suggested here is in color blue, for yellow combination; use following numbers: Decoration, 38270; Filler, 38126; Wall, 39717.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 15

Top and
Bottom Border
36060 and 36260

Hanging
35927 and 36127

"THE HAWICH"

This suggestion for the Bed Room is unsurpassed, being exceedingly good both in color and design. The decoration used on ceiling and around base is taken from border.

THE C. C. ALER WALL PAPER CO., COLUMBUS, OHIO

PLATE 16

Border 17980

Hanging
17725

"THE POINSETTIA"

A Living Room or Parlor suggestion. Shown in Special Books in another color, Number 26436 and 26580.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 17

Ceiling Beam
599120

Cove Moulding
39012

Upper Wall 11740

Base Lincrusta
Relief

"THE ROYMONDA"

This suggestion with Hanging 11740, is solely for Dining Room. Other wall used above the base will make a good Library or Hall treatment.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 18

Border and
Binder 36470

Chambray
Hanging 36319

"THE MARIETTA"

This treatment of the Bed Room is entirely modern and should appeal to the trade in general.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 19

Moulding 3584½

Crown and Base 30770

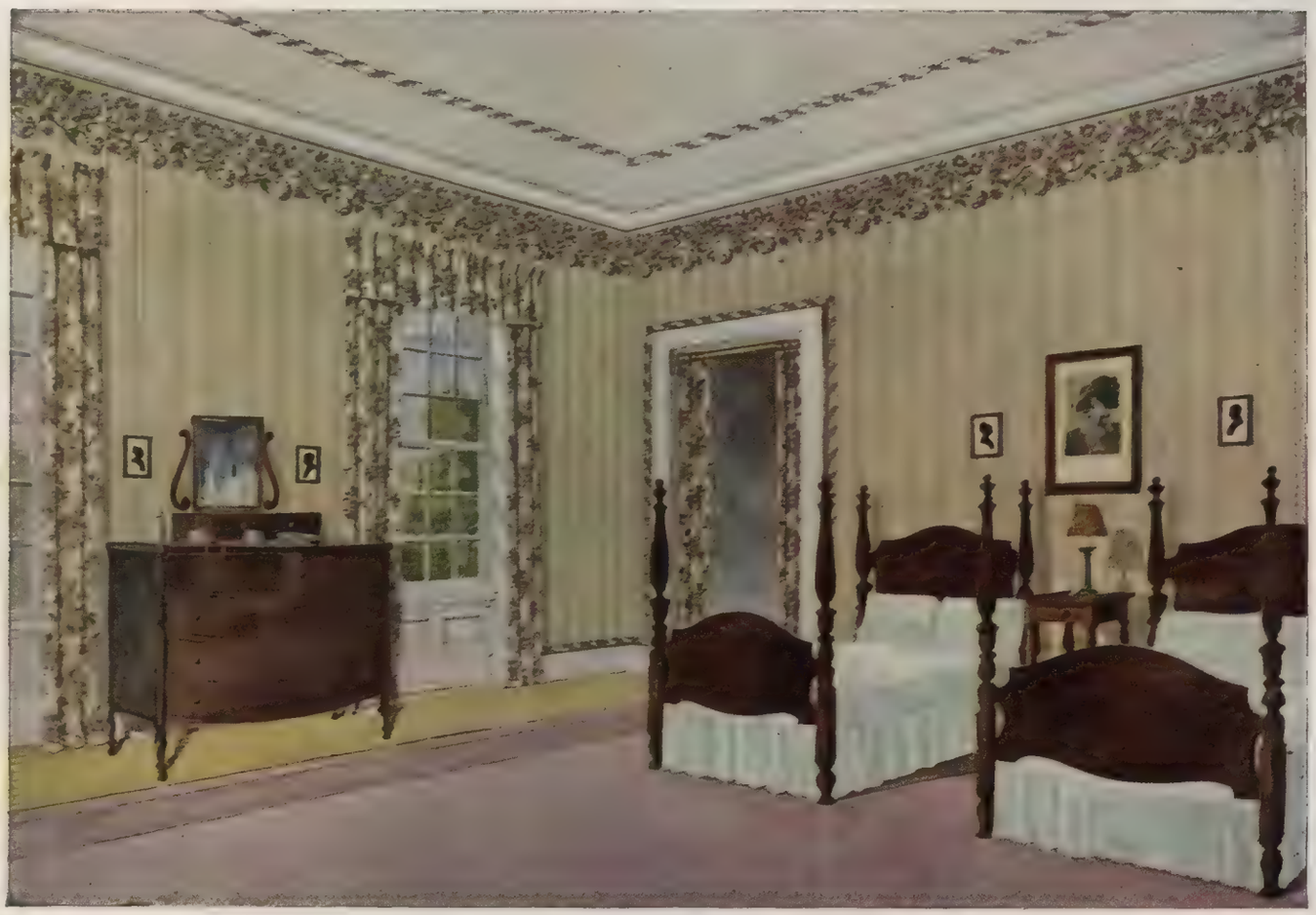
Hanging 30630

"THE DELAWARE"

A crown pattern in design perfectly in keeping with the most artistic drawings of the times.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 20



Top and
Bottom Border
36860

Hanging
36727

"THE LANSBURY"

While this plate shows this pattern used as a Bed Room decoration, it can also be used to good advantage on Sitting Room or Parlor.

THE C. C. ALER WALL PAPER CO., COLUMBUS, OHIO

PLATE 21

Beam Ceiling
599120

Border
123150 or 135150

Leather Wall
12244 or 13444

Dado

Lincrusta
Relief

"THE CHANNELL"
A suggestion for Hall, Den, Living Room or Library.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 22

Moulding
3545

Decoration
173130

Tiffany
Hanging
17228

"THE COLUMBIAN"

Decoration 173130 is composed of top border and three binders; such as used in panels, figure in panel is taken from top border.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

Combination
58314 and 58414

"THE WHITMORE"

Another simple treatment of the running crown, making a combination effect pleasing in every respect. Note how border is cut in Special Books.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

PLATE 24

Border 139100
Extension 140100

Fabric Hanging
13827

Dado Rail
3516

Leather Dado
13760

"THE FLEETWOOD"

An exceedingly desirable combination for the Den or Dining Room. Also good for public places or club rooms.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

Ceiling
21930

Crown and Base
220250

Column and
Extension
221120

Hanging
Plain Holzmehl

CHURCH, PUBLIC HALL OR LODGE ROOM SUGGESTION

Samples of this combination will be sent upon request

THE C. C. ALER WALL PAPER CO., COLUMBUS, OHIO

Moulding
3455

Upper Wall
Plain Holzmehl

Imported Holzmehl
Crown and Base
299100

Imported Holzmehl
Wall 29844

"THE LUCERNE"

A paper designed in Arts and Crafts style. The decoration on ceiling and upper wall is taken from wall and crown. This made one of the most beautiful rooms we have ever photographed.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

Border 11980

Grass Cloth
Hanging 11822

4 Band Binder
76385

Base
Imported
Holzmehl 10744
or W. 3200

"THE TOKIO"

Grass Cloth and Plain Holzmehls are among the most popular papers of the day. Use this combination as suggested and be perfectly satisfied.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI

Upper Wall
19340 Green
and
19536 Tan

Lower Wall
19240 Green
and
19436 Tan

"THE JENKINS"

This suggestion is for Hall, Living Room or Library. The combining of the two papers gives a little different idea and is quite effective.

THE C. C. ALER WALL PAPER COMPANY
COLUMBUS —— CINCINNATI